Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Message Text

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PAGE 01 STATE 173322

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INFO OCT-01 EA-11 ISO-00 EB-11 RSC-01 /024 R

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DRAFTED BY COM/BIC/FAUSEL/JYB
APPROVED BY EB/OCA/REP:GPWILSON
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FM SECSTATE WASHDC
TO AMEMBASSY CANBERRA
AMCONSUL SYDNEY
INFO AMCONSUL BRISBANE
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMEMBASSY WELLINGTON

UNCLAS STATE 173322

FOR TRADE CENTER/SYDNEY

E.O. 11652:
TAGS: BEXP, BFOL, AS
SUBJECT: FY -1975 CCP-AUSTRALIA

REF: CANBERRA A-097; STATE A-2270, A-2763, A-3692

1. THE DEPARTMENTS OF STATE AND COMMERCE APPROVE THE FY-1975 COUNTRY COMMERCIAL PROGRAM (CCP) FOR AUSTRALIA WITH THE FOLLOWING CHANGES IN THE WORDING TO INDICATE THE EXACT STATUS OF U.S. TRADE CENTER SUPPORT:

A. ON PAGE TEN OF CCP, THE SECTION ON USTC FINANCIAL
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 173322

RESOURCES SHOULD BE DELETED AND REPLACED WITH THE

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

FOLLOWING:(QUOTE)

USING FUNDS FROM THE U.S. TRADE CENTER BUDGET, THE USTC STAFF WILL FINANCE AND ORGANIZE THE FOLLOWING EXHIBITIONS IN SUPPORT OF THE CAMPAIGNS:

(1) "U.S. TEXTILES AND FASHION FABRICS", USTC, SYDNEY AUGUST 6-8, AND BHP HOUSE, MELBOURNE, AUGUST 13-15, 1974.

(2) "EDUCATIONAL AND SCIENTIFIC BOOKS", USTC, SYDNEY, 17-21 MARCH, 1975.

(3) "JEEP-RECREATIONAL AND SPORTING EQUIPMENT, TOYS AND GAMES", USTC, SYDNEY, JUNE 10-12, 1975.

(4) "BUSINESS EQUIPMENT "BHP HOUSE, MELBOURNE, NOVEMBER 18-22, 1974.

(5) "PRINTING AND GRAPHIC ARTS EQUIPMENT", USTC SYDNEY, MAY 5 - 7 AND 14-16, 1975

(6) "INDUSTRIAL INSTRUMENTS (PROCESS CONTROL AND QUALITY CONTROL)", USTC, FEBRUARY 17-21, 1975.

NOTE: IF APPROVED BY THE SPECIAL ACTIVITIES DIVISION, OIM, COMMERCE, THE USTC AND POSTS WILL ORGANIZE A CATALOG SHOW FOR "AGRICULTURAL EQUIPMENT" AND ANOTHER FOR "MEDICAL EQUIPMENT" WITH FUNDS COMING FROM A COMMERCE BUDGET.

IF APPROVED BY THE OFFICE OF EXPORT DEVELOPMENT (OED), COMMERCE, A REVERSE TRADE MISSION FOR AGRICULTURAL EQUIPMENT AND A REVERSE TRADE MISSION FOR MEDICAL EQUIPMENT COULD BE ORGANIZED UNDER OED GUIDELINES. PROPOSALS SHOULD BE IN ACCORDANCE WITH GUIDELINES OF STATE A-2270, A-2763 AND A-3692.

USING FUNDS FROM THE USTC BUDGET, FIVE TECHNICAL SESSIONS AND FIVE TRAVEL SEMINARS CAN BE HELD IN THE USTC AS SHOWN ON PAGE 7.(UNQUOTE)

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ALSO MAKE CORRESPONDING CHANGES ON PAGES 18, 20, 22, 24, 27, 29, 31 AND 32.

B. ON PAGE 17 OF CCP, UNDER ACTIVITIES ITEM NO. 3, DELETE THE THREE LINE SENTENCE, AND INSERT THE FOLLOWING: "ONE JEEP EXHIBITION FOR "RECREATION AND SPORTING EQUIPMENT" WILL BE HELD IN JUNE 1975 IN THE USTC IF THE USTC DIRECTOR CONCURS. A SECOND JEEP MAY BE SCHEDULED IN APRIL 1975

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

FOR A CONSUMER GOODS PRODUCT THEME TO BE SELECTED BY THE
CAMPAIGN MANAGER AND USTC DIRECTOR AND APPROVED BY THE
OFFICE OF INTERNATIONAL MARKETING, WHICH WILL MAKE
PROCUREMENT ARRANGEMENTS WITH THE OFFICE OF FIELD
OPERATIONS, COMMERCE.

C. ON PAGES 20, 24, 27, 31 AND 32, DELETE UNDER
USIS ACTIVITIES: THE SENTENCE, "ALLOCATE 40 MANY-DAYS AND
DOLS 500 TO PROMOTION" AND SUBSTITUTE THE FOLLOWING:

"USIS ACTIVITIES: SUPPORT CAMPAIGN TO EXTENT POSSIBLE AS
AUTHORIZED BY PUBLIC AFFAIRS OFFICER (PAO)."

D. ON PAGE 32, ADD THE FOLLOWING SENTENCE TO THAT FOR
USIS ACTIVITIES:

"ORGANIZE VISIT USA COMMITTEE ACCORDING TO GUIDELINES
ESTABLISHED BY USIA."

E. PAGE 38 SHOULD BE ADDED AS FOLLOWS:

"APPENDIX V - IN WASHINGTON, A STATE/COMMERCE JOINT
CCP REVIEW COMMITTEE WILL MEET AT LEAST FOUR TIMES
A YEAR TO REVIEW CCP PROGRESS. THE COMMITTEE WILL BE
COMPRISED OF THE (1) COMMERCIAL COORDINATOR FOR THE EAST ASIA
BUREAU AND (2) THE COUNTRY DIRECTOR FOR AUSTRALIA OF THE
U.S. DEPARTMENT OF STATE; AND (3) THE REGIONAL MARKETING DIRECTOR
AND (4) THE COUNTRY MARKETING MANAGER FOR
AUSTRALIA OF THE OFFICE OF INTERNATIONAL MARKETING,
U.S. DEPARTMENT OF COMMERCE, OR THEIR DESIGNEES. OTHER OFFICES
FROM THE DEPARTMENTS OF STATE AND COMMERCE WILL SEND OBSERVERS
TO THESE MEETINGS TO PARTICIPATE IN DISCUSSIONS AND ASSIST
IN COORDINATION OF CCP ACTIVITIES.
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IN ORDER TO ADJUST TO CHANGING CIRCUMSTANCES IN THE
AUSTRALIAN MARKET, THE MANAGEMENT OF THE CCP SHOULD BE
FLEXIBLE AS REQUIRED. IF MARKET CONDITIONS REQUIRE
ADJUSTMENTS IN POST AND USTC ACTIVITIES AND IN COMMERCE
AND STATE SUPPORT, THEY SHOULD BE MADE TO THE EXTENT POSSIBLE
AND PRACTICABLE."

2. THE AMENDED DRAFT COPY OF THE CCP RETAINED BY THE POST
SHOULD BE USED UNTIL PRINTED COPIES ARE FORWARDED BY
COMMERCE.

3. WE WISH TO RE-EMPHASIZE OUR DESIRE FOR
FLEXIBILITY IN SHAPING AND MANAGING THE CCP TO REFLECT NEW
REALITIES WHICH MAY APPEAR IN THE AUSTRALIAN MARKET.

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

WE WILL GIVE PRIORITY TO POST RECOMMENDATIONS FOR PROGRAMMING MISSION AND WASHINGTON RESOURCES AS WARRANTED BY MARKET CONDITIONS.

4. SEPARATE TELEGRAM CONCERNS NON-TRADE CENTER BUDGETARY AND PERSONNEL CONSIDERATIONS.
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